**COMESA INVESTMENT FORUM (CIF24)**

***26 – 27 June 2024***

***Tunis, Tunisia***

**Concept Note**

COMESA is Africa’s largest Regional Economic Community. It was notified as a Regional Trade Agreement (RTA) to the World Trade Organisation under the Enabling Clause on 29th of June 1995. Moreover, COMESA is working towards becoming a Common Market and a full Economic Community. With its 21 Member States, population of over 640 million, a Gross Domestic Product of $1.0 trillion and a global export/import trade in goods worth US$ 383 billion, COMESA forms a major market place for both internal and external trading.

Tunisia joined COMESA in July 2018, signed the COMESA Free Trade Agreement, ratified the Agreement and deposited the ratification instruments in a span one and half years. With the commencement of trading under the FTA, Tunisia products are now able to access the markets of the other FTA members. These are: Burundi, Comoros, Djibouti, Egypt,  Kenya, Libya, Madagascar, Malawi, Mauritius, Rwanda, Seychelles, Tunisia, Sudan, Uganda, Zambia and Zimbabwe.

The COMESA Investment Forum is an important event that will be held under the theme “***Unleashing Potential: Cross-Border Trade and Investments***”, is being organized by the COMESA Regional Investment Agency (RIA) in collaboration with the Tunisian Government represented by the Ministry of Trade and Export Development and the Foreign Investment Promotion Agency (FIPA-Tunisia) during the 27th June 2024, in Tunis, Tunisia.

The event is expected to gather senior officials from COMESA Secretariat among them COMESA Assistant Secretary General (Programmes), COMESA institutions, heads of 20 Investment Promotion Agency of COMESA Member States, business leaders and investors in various strategic sectors from Tunisia and the region.

The event will include keynote speeches, panel discussions and will focus essentially on creating a networking space and platform where B2B, B2G and G2G meetings can take place.

**The Forum is driven by two main objectives:**

* Promote intra-COMESA cross-border trade and investments by **showcasing the diverse business opportunities available in COMESA** Member States to potential business leaders from the region.
* Create awareness among **Tunisian investors and business community** about COMESA Secretariat and institutions and their services to facilitate trade and investments.

**What to look forward to**

* Gain valuable insights from COMESA Secretariat, institutions and National Investment Promotion Agencies about the business opportunities in the region and its Member States.
* Engage with over 150+ leading industrialists, policy makers, financiers, and project owners from COMESA.
* Create linkages and identify potential business and partnership opportunities cross various sectors.